



# TN : HAVELLS Sales Performance 07/05/2026 8:09 AM

MTD Sales  
46.50 L

Brand Share %  
10.74 %

Information:

MTD : 01-05-2026 To 06-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	23.67	21.19 %
Air-Cool	15.12	8.80 %
Iron	2.53	42.82 %
W-Purifi	2.36	6.84 %
W.Heater	1.61	16.23 %
Small-Ap	0.94	10.21 %
Mixie	0.28	0.31 %
<b>Total</b>	<b>46.50</b>	<b>10.74 %</b>

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	8.70	14.97 %
CHENNAI-01	7.90	11.31 %
SOUTH-01	7.75	11.75 %
SOUTH-03	5.06	9.55 %
CHENNAI-02	4.27	9.75 %
SOUTH ARCOT	3.87	12.16 %
NORTH ARCOT	3.62	10.69 %
WEST-02	2.84	6.58 %
WEST-01	2.50	7.46 %
<b>Total</b>	<b>46.50</b>	<b>10.74 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.30	16.52 %
Fan	3.76	22.83 %
W-Purifi	0.29	9.22 %
Iron	0.20	40.44 %
Small-Ap	0.10	9.50 %
Mixie	0.04	0.41 %
<b>Total</b>	<b>8.70</b>	<b>14.97 %</b>

Branch *	MTD Sales L	Brand Share %
TYR1	0.34	10.65 %
PTK1	0.15	5.57 %
NGT1	0.10	4.86 %
TNJ1	0.10	2.90 %
JKM1	0.07	4.59 %
KRN1	0.05	5.44 %
MSI1	0.01	1.73 %
APM1	0.01	1.18 %
AYR1	0.01	0.44 %
PDK1		0.00 %
TRY2		0.00 %
NMM1	-0.02	-0.94 %
<b>Total</b>	<b>8.70</b>	<b>14.97 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.28	11.59 %
Fan	2.62	15.53 %
W-Purifi	0.68	8.12 %
W.Heater	0.53	20.28 %
Small-Ap	0.34	20.95 %
Iron	0.33	43.41 %
Mixie	0.12	1.06 %
<b>Total</b>	<b>7.90</b>	<b>11.31 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.46	9.78 %
CH49	0.31	9.40 %
GUD1	0.28	8.46 %
CH08	0.24	6.52 %
CH25	0.11	4.80 %
CH39	0.10	2.95 %
CH19	0.10	2.92 %
MRM1	0.10	5.36 %
TKM1	0.08	8.04 %
CH35	0.06	3.58 %
KNR1	0.06	10.46 %
CH28	0.05	1.89 %
CH37	0.02	1.39 %
CH45	0.01	0.50 %
CH22		0.00 %
CH26		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>7.90</b>	<b>11.31 %</b>

**SOUTH-01**

Property	MTD Sales L	Brand Share %
Fan	5.01	27.06 %
Air-Cool	1.32	6.25 %
Iron	0.70	55.03 %
W-Purifi	0.29	4.34 %
W.Heater	0.21	15.53 %
Small-App	0.20	11.55 %
Mixie	0.03	0.17 %
<b>Total</b>	<b>7.75</b>	<b>11.75 %</b>

Branch *	MTD Sales L	Brand Share %
NGR1	0.33	8.55 %
TUT2	0.22	9.76 %
RND1	0.20	8.78 %
ERL2	0.19	10.37 %
VKM1	0.17	10.04 %
SVK1	0.14	8.12 %
TKY1	0.12	9.15 %
TCN1	0.11	7.06 %
SNL1	0.06	3.71 %
TKS1	0.05	3.58 %
SDI1	0.05	6.27 %
ARM1	0.05	6.34 %
VLV1	0.04	2.85 %
MMT1	0.04	3.84 %
ASM1	0.04	3.18 %
SKD1	0.03	3.26 %
PDI1	0.03	2.37 %
STU2	0.03	3.92 %
APK1	0.03	1.67 %
SGT1	0.01	1.82 %
COL1		0.00 %
KSM1		0.00 %
RPM1		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>7.75</b>	<b>11.75 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	3.54	22.96 %
Air-Cool	0.91	5.19 %
Iron	0.31	34.47 %
Small-Ap	0.15	8.52 %
W.Heater	0.15	22.04 %
<b>Total</b>	<b>5.06</b>	<b>9.55 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.31	5.60 %
MDU6	0.29	10.37 %
MDU5	0.16	8.45 %
TEN1	0.11	8.84 %
KKD3	0.10	3.74 %
TPT1	0.09	6.11 %
KPT1	0.08	6.54 %
PNV2	0.07	7.15 %
MDU3	0.07	4.74 %
TDI1	0.06	5.79 %
DGL2	0.06	3.86 %
MPA1	0.06	4.00 %
TMM1	0.06	2.04 %
SVG1	0.05	7.15 %
DKI1	0.04	3.34 %
MLR1	0.04	3.04 %
BNR1	0.03	5.34 %
KYK1	0.03	2.62 %
PVI1	0.02	1.53 %
PKM1	0.02	4.34 %
ODM1	0.02	6.96 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
SGP1		0.00 %
USL1		0.00 %
<b>Total</b>	<b>5.06</b>	<b>9.55 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.75	15.93 %
Air-Cool	1.63	8.44 %
W.Heater	0.33	35.48 %
Iron	0.29	45.90 %
W-Purifi	0.27	10.78 %
<b>Total</b>	<b>4.27</b>	<b>9.75 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	0.32	7.68 %
CH43	0.18	7.45 %
CH50	0.14	6.97 %
CH03	0.14	7.49 %
PON1	0.12	9.19 %
CH33	0.11	8.45 %
GPD1	0.11	6.57 %
CH41	0.10	10.01 %
CH34	0.09	5.10 %
CH17	0.08	7.13 %
CH20	0.07	3.91 %
CH18	0.06	1.93 %
CH44	0.03	2.36 %
CH27	0.02	1.78 %
CH36	0.01	0.56 %
CH46	0.01	0.66 %
CH01		0.00 %
CH06		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
<b>Total</b>	<b>4.27</b>	<b>9.75 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.33	29.57 %
Air-Cool	1.03	7.00 %
Iron	0.24	43.99 %
W-Purifi	0.14	7.63 %
W.Heater	0.07	21.51 %
Mixie	0.07	1.09 %
<b>Total</b>	<b>3.87</b>	<b>12.16 %</b>

Branch *	MTD Sales L	Brand Share %
VCM2	0.20	9.73 %
CDM1	0.18	8.60 %
POY2	0.17	9.15 %
KML1	0.09	6.81 %
SJI2	0.09	4.55 %
VCM1	0.07	5.95 %
NVL2	0.05	2.04 %
ULP1	0.04	3.94 %
TVM1	0.03	2.65 %
PRT1	0.02	1.08 %
KLM1	0.01	0.78 %
TDM1		0.00 %
TVM2		0.00 %
<b>Total</b>	<b>3.87</b>	<b>12.16 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.73	18.45 %
Air-Cool	1.54	11.03 %
Iron	0.19	41.97 %
W-Purifi	0.13	4.41 %
Mixie	0.03	0.47 %
<b>Total</b>	<b>3.62</b>	<b>10.69 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.16	4.63 %
SLG1	0.14	10.55 %
KPM1	0.10	7.27 %
ABR1	0.09	8.55 %
TRR1	0.08	4.22 %
ARC2	0.07	7.20 %
WJD1	0.07	8.60 %
BGR1	0.06	5.32 %
VSI1	0.04	5.55 %
ANI1	0.01	1.84 %
PTU1	0.01	1.20 %
CGM1	0.01	0.90 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
<b>Total</b>	<b>3.62</b>	<b>10.69 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	1.25	14.12 %
Air-Cool	0.98	5.32 %
W-Purifi	0.33	13.62 %
Iron	0.16	32.16 %
W.Heater	0.08	7.96 %
Small-Ap	0.04	14.62 %
<b>Total</b>	<b>2.84</b>	<b>6.58 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.16	9.14 %
ATU1	0.07	4.68 %
BMD1	0.06	7.23 %
KAM1	0.06	2.44 %
PLC1	0.06	3.04 %
SLM2	0.06	5.76 %
MTR1	0.06	5.57 %
KRI1	0.05	2.25 %
APN1	0.04	4.95 %
MCR1	0.04	2.69 %
SGG1	0.03	6.02 %
VPD1	0.02	2.67 %
EPI1	0.01	1.35 %
SLM3	0.01	0.48 %
VKL1	0.01	1.25 %
EDP1	0.01	1.94 %
CMI1	0.01	5.63 %
PDR1	0.01	1.61 %
DPR1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TRM1		0.00 %
<b>Total</b>	<b>2.84</b>	<b>6.58 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	1.67	22.93 %
W.Heater	0.24	12.53 %
W-Purifi	0.23	19.64 %
Iron	0.12	32.23 %
Air-Cool	0.12	1.00 %
Small-Ap	0.11	11.57 %
<b>Total</b>	<b>2.50</b>	<b>7.46 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	0.28	10.05 %
SUL1	0.16	7.54 %
AVI1	0.12	4.43 %
PDM1	0.10	9.90 %
SYM2	0.07	6.24 %
CBE5	0.05	3.84 %
TPR3	0.05	5.10 %
UAM1	0.03	3.94 %
CNR1	0.02	2.44 %
KMD1	0.02	6.33 %
SNR1		0.21 %
ANR1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
<b>Total</b>	<b>2.50</b>	<b>7.46 %</b>